

Rouelle, Kate

From: Rouelle, Kate
Sent: Wednesday, November 08, 2006 1:10 PM
Subject: Marketing in the Know

November 8, 2006

Chief Marketing Officer Updates

- Statement of work (SOW) evaluation form now available
- Satisfaction survey on CMO activity **(ACTION REQUESTED)**

Chief Marketing Officer Updates

SOW evaluation form now available

Audience: Marketing

An evaluation form has been created to assist you with summarizing your evaluation of statement of work (SOW) responses and your decision to select one of the three state marketing vendors. As a reminder, the state marketing contracts require that marketing services costing \$25,000 or greater follow a solicitation process among the three contracted marketing firms. Marketing firms respond to a work request with their (SOW). The form is being offered as an option in your decision making process. You are not required to use this form. It can be found on the CMO website under Resources>Marketing Contracts or by following the link below. Questions: Kate Rouelle at 828-3367 or marketing@state.vt.us.

<http://www.cmo.vermont.gov/resources/contracts.htm>

ACTION REQUESTED

Satisfaction survey on CMO activity

Audience: All

Statewide marketing resources, tools, guidelines, and standards are continually being developed to ensure state entities needs are being met. These efforts are supporting the objective of improving marketing activity coordination. To evaluate current initiatives and to prioritize future ones a short survey has been created. Its purpose is to gather feedback and your level of satisfaction with the resources, tools, guidelines, and standards being established by the CMO. The survey should only take about 10 minutes to complete and your responses will be completely anonymous.

Click on the link below to begin the survey. The survey will be open now through November 30th. Questions: Christine Werneke at 828-2999 or marketing@state.vt.us.

<http://www.surveymonkey.com/s.asp?u=784872755106>

To be added to the distribution list for the weekly marketing communication, send an e-mail to Kate Rouelle with your name and which agency or department you belong to marketing@state.vt.us.

November 22, 2006

Chief Marketing Officer Updates

- REMINDER: Satisfaction survey on CMO activity **(ACTION REQUESTED)**
- M.A.P meeting update and agenda items

Educational & Collaborative Opportunities

- 24th Annual Vermont Travel Industry Conference

Chief Marketing Officer Updates

ACTION REQUESTED

REMINDER: Satisfaction survey on CMO activity

Audience: All

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MAP meeting update and agenda items

Audience: Marketing and outreach staff

The November Marketing and Promotional Partnership (M.A.P) meeting has been pushed up to December 6th and the time has changed from 9am-11:30am to 9am-11am. Currently there is no set agenda for this meeting, if you would like to add an item to discuss or share please contact the CMO's office at marketing@state.vt.us before November 29th.

For future reference, tentative and set agendas, meeting times and days, location updates and past meeting minutes visit the CMO website <http://www.cmo.vermont.gov/map/index.htm>.

HOLIDAY WISHES

Audience: All

Christine Werneke (CMO) and I (Kate Westbrook- please note new last name) wish you and your families a very Happy Thanksgiving!

Educational & Collaborative Opportunities

24th Annual Vermont Travel Industry Conference

Audience: Marketing and outreach staff

The 24th Annual Vermont Travel Industry Conference will be held on November 29 - 30 at the StoweLake Resort in Stowe. This two-day event will feature exciting keynote talks from Peter Yesawich, President of Yesawich, Pepperdine, Brown & Russell on the Emerging Lifestyles and Travel Trends, and Martha Honey, Executive Director of the International Ecotourism Society on Current Trends in Ecotourism. In addition, the conference will feature 20 intensive workshops, a trade show featuring 40 displays, a special evening event showcasing Vermont products used in partnership with lodging properties and restaurants, and the annual VTIC awards.

Awards presented at the conference include the Travel Person of the Year Award, honoring an individual who has dedicated their professional careers to promoting Vermont as a destination; the Governor's Award for Marketing Excellence which showcases a business that developed a unique marketing effort promoting the Vermont brand, and the VTIC Scholarship award of \$2000 to a Vermont college student studying tourism or hospitality. For more information on the program, awards nominations, exhibit prospectus or registration, visit www.vtic.org, or call 802-655-7769.

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November 29, 2006

Chief Marketing Officer Updates

- REMINDER: Satisfaction survey on CMO activity **(ACTION REQUESTED)**

Educational & Collaborative Opportunities

- Coolidge Christmas Open House

Chief Marketing Officer Updates

ACTION REQUESTED

REMINDER: Satisfaction survey on CMO activity

Audience: All

Reminder; tomorrow (November 30th) is the closing deadline for the Chief Marketing Office's survey. The survey was developed to evaluate current CMO initiatives and to prioritize future ones. Its purpose is to gather feedback and your level of satisfaction with the resources, tools, guidelines, and standards being established by the CMO. The survey should only take about 10 minutes to complete and your responses will be completely anonymous.

Click on the link below to begin the survey. Questions: Christine Werneke at 828-2999 or marketing@state.vt.us.

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Educational & Collaborative Opportunities

Coolidge Christmas Open House

Audience: ALL

PLYMOUTH NOTCH, Vt. — Step back in time and experience an old-fashioned Vermont Christmas! **On Saturday December 9**, the museum village of Plymouth Notch will be open free-of-charge for the *Coolidge Christmas Open House*, 10:00 a.m. – 4:00 p.m.

The open house is the perfect opportunity to visit Plymouth Notch, birthplace of Calvin Coolidge. Regarded as one of the best preserved presidential sites in the nation, most of the village is now owned and operated by the Vermont Division for Historic Preservation. The Coolidge Birthplace will be decorated as it would have been in 1872, the year the future president was born.

In addition to the Coolidge Birthplace, open house visitors can tour the winter exhibits in the Aldrich House, the home of Plymouth's first cheese maker and later a prosperous tearoom. Also open are Coolidge Hall (the 1924 Summer White House office), Wilder House Restaurant (serving a homemade & hearty lunch), Union Christian Church (decorated for the holiday season by the Calvin Coolidge Memorial Foundation), and Florence Cilley General Store. The store, once owned by the President's father, is now a museum shop that offers old-fashioned toys, Vermont specialty foods, and Coolidge memorabilia.

Visitors can also sample and purchase the traditional granular curd cheese that is made at the Plymouth Cheese Factory, managed by "Frog City Cheese," a family-owned and operated cheese manufacturer. The factory's retail store offers Plymouth Cheese in a variety of flavors, as well as a fine selection of specialty products from Vermont and New England. An exhibit on the second floor examines the history of Vermont cheese making with historic photos and the original 1890 factory equipment.

Period music and early home life activities are featured throughout the day:

- Fiddler Adam Boyce
- Vermont artisans - Fiber Arts in Vermont (spinning, knitting, needle felting, etc.), Evelyn Gant (lace making)
- Children's holiday activities
- Special cancellation in the historic Plymouth post office (the newest in the series of covers designed by John Lutz)
- Holiday wreath sale to benefit the Plymouth School Club
- And, sleigh or wagon rides (depending on weather) with Fred DePaul

For further information about the Coolidge Christmas Open House, contact the President Calvin Coolidge State Historic Site, 802-672-3773, or visit the state-owned historic sites online at

www.HistoricVermont.org

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